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BRISTOL FAIRY + THE BETTER GYPSOPHILA





# BRISTOL FAIRY

## The Better Gypsophila

**G**RACEFUL, delicate, and misty as the old double Baby's Breath was, it lacked definiteness of form and clearness of color. Its tiny flowers were lost among the smoky maze of stems.

How often has the florist wished that the old double Baby's Breath had larger, whiter flowers! How often has he wished that the annual Baby's Breath were as productive and sturdy as the perennial kind!

Gypsophila, BRISTOL FAIRY, has come, not only to fulfil that wish, but even to surpass it in fulfilment.

With double flowers almost as large as the annual Baby's Breath and every bit as white, as lasting, and easily handled as the usual double sort, it is more valuable than either.

Not only for the flowers alone but for the long season over which they are produced, BRISTOL FAIRY is a triumphant achievement in florists' flowers. Unlike the old double Baby's Breath, which bloomed once and was gone, and unlike the annual sort which had to be sowed many times a season, it continues to bloom from early summer until hard frost.

Definitely, then, its points of superiority are:

**GREATER SIZE:** Its flowers are two to three times as large as the old double Baby's Breath.

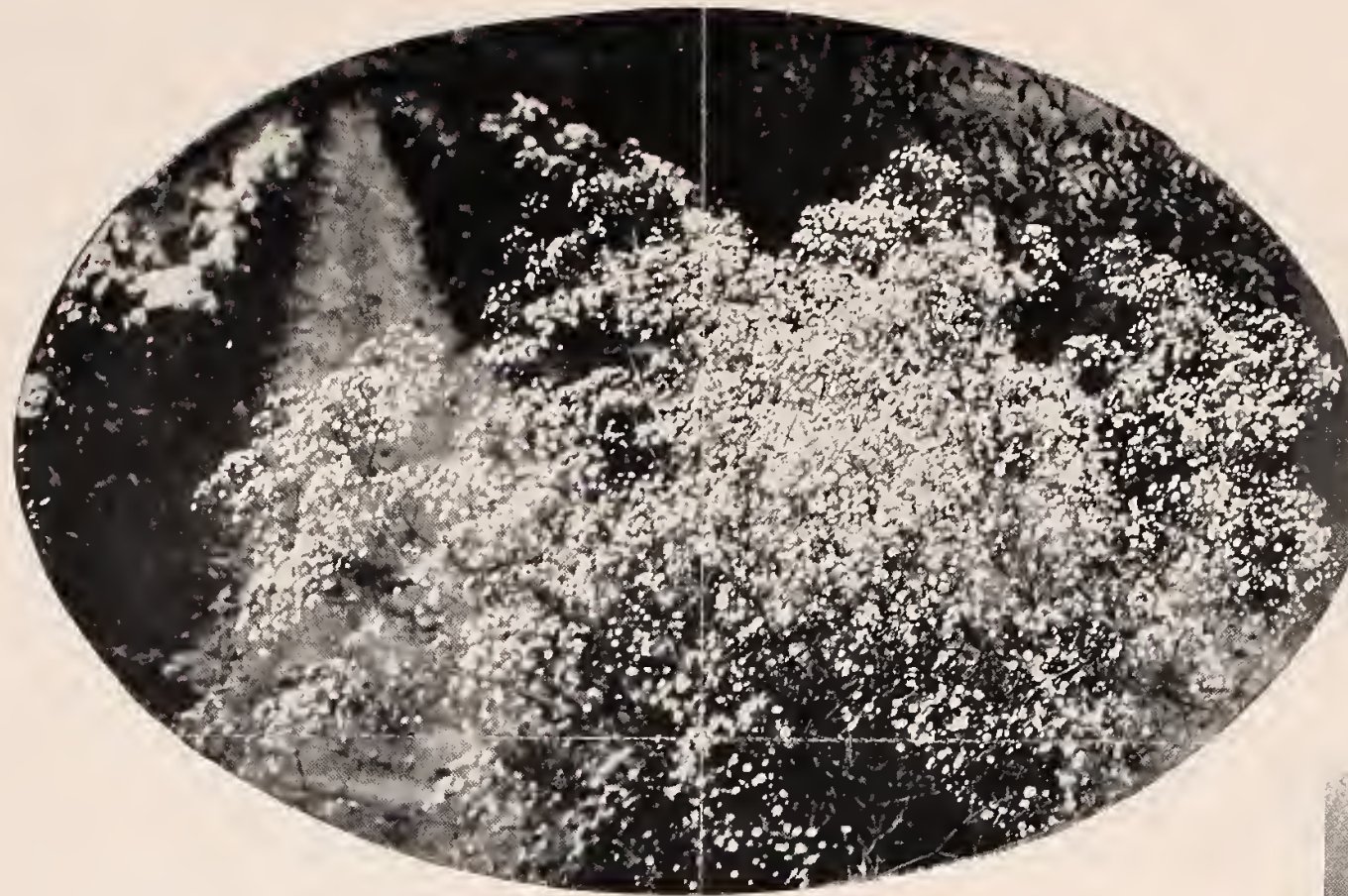
**EARLIER:** Comes in two weeks earlier, blooming in early June near Philadelphia and in mid- and late June in Connecticut, just in time for June weddings.

**BETTER HABIT:** More graceful, with better poised and spaced flowers on plants 3 feet or more in height and spread.

**EVERBLOOMING:** Occasional basal shoots spring from the ground after the main crop has passed, producing a mass of fine white flowers. Shorter side sprays are steadily produced until stopped by winter.

**DRIES PERFECTLY:** Keeps its pure white color when dried and retains its grace, even in the stiff and brittle dried state.

BRISTOL FAIRY is the BETTER GYPSOPHILA



### THE ORIGINAL PLANT

The original plant of BRISTOL FAIRY, sprung from a seed of a specially selected strain of *Gypsophila paniculata flore-pleno*, stands in the grounds of the Bristol Nurseries at Bristol, Conn. In a comparatively short time it has attained the noble proportions pictured above, and continues to bloom steadily throughout the season, year after year.

It has attracted the earnest attention of wide-awake florists and plantsmen everywhere. For prices see reverse of this folder.

### FOR THE FLORIST

BRISTOL FAIRY is the best auxiliary flower and filler for every department of his work. It is handsomest, goes farthest, keeps longest, ships best, and can be had from June until frost kills the plants in open ground.

### FOR THE MARKET GROWER

BRISTOL FAIRY will make the most money. It grows and produces more, and commands a premium in the commission markets at least double the quotations for the usual Baby's Breath. Florists can afford to pay more for it because they get more value out of it.

### FOR THE LANDSCAPE GARDENER AND NURSERYMAN

BRISTOL FAIRY has all the virtues of the popular *Gypsophila paniculata flore-pleno* as a garden and landscape subject. It is sturdier, more graceful, and has much more distinctly white flowers. Best of all, it is an all-summer plant, blooming periodically from June till frost, and does not have to be concealed or replaced like the old kind does when it is through blooming.

**W**HILE we hesitate to claim for BRISTOL FAIRY all the virtues there are, everyone who has seen it or who has grown it is convinced of its superiority as a florists' flower and as a garden plant.

A glance at the pictures on this page will show the definite whiteness of the flowers *en masse*, a quality lacking in the old *Gypsophila paniculata flore-pleno*. A comparison of the dates on which the pictures were taken will prove its unique habit of periodic blooming, a quality of highest importance to florists, growers, and landscape men.

The vase of gaillardia and BRISTOL FAIRY reproduced on the first page of this folder shows the open, graceful habit of the sprays of flowers, which have all the artless airiness of the annual *Gypsophila elegans*, combined with an amazing productiveness, and a sturdy endurance of the ordeals of packing, shipping, and storage.

We are therefore convinced that from every standpoint of beauty, utility, and profit, BRISTOL FAIRY is one of the most valuable of recent plant introductions, and it behooves every florist, every grower, and every nurseryman to take advantage of it.



Block of Bristol Fairy 2 years old. Photographed June, 1926



The same block of Bristol Fairy photographed September 20, 1926  
Note the old variety, upper half row, right side, for comparison





First year's growth from grafted plants, such as will be furnished on order this season (Photo Sept. 1, 1926)  
Note upper half row, right side, shows the old variety for comparison

**B**RISTOL FAIRY will be introduced to the Trade in 1927, in America by the Bristol Nurseries, Inc., Bristol, Conn., and Jackson & Perkins Company, Newark, New York. In Europe, its distribution will be under the direction of M. Wells, Jr., Merstham, England.

The following excerpts from the horticultural press of England illustrate the good repute it has won in that country of keen and critical plantsmen.

The floral meeting—the first after Chelsea—held at Vincent Square, on Tuesday and Wednesday, was extremely interesting, mainly on account of new plants, the most notable being a new double white *Gypsophila* shown by M. Wells, Jr., under the name "Bristol Fairy." It is quite a new break, and the large, crinkled petaled, double flowers are at least three times the size of the ordinary double white *Gypsophila*. Further, it is of delightfully free and branching habit, and although the flowers are large, it still retains the light and graceful effect of *Gypsophila elegans*; in fact, it is even more graceful than *Gypsophila paniculata*. According to Mr. Wells, it grows to a height of 4 to 5 feet, and it will be eagerly sought after by the garden-lover and the cut-flower grower for market. It flowers earlier than *G. paniculata*, and it is not saying a whit too much to call it The Plant of the Year; in fact, it is many years since such a notable subject has been added to hardy flowers. It gained an Award of Merit.—From *The Horticultural Trade Journal*, June 16, 1926.

I hear that the new double *Gypsophila* shown by Mr. Wells, Jr., at a recent meeting of the Royal Horticultural Society, and granted an Award of Merit, is considered by many experts an exceptionally fine thing—so fine, in fact, that there is already a very considerable demand for it, and it is to be propagated in large quantities. Christened "Bristol Fairy," the flowers are white, double, and with larger petals than those of the ordinary *Gypsophila paniculata*.—From *Garden Work for Amateurs*, July 10, 1926.

In our last Royal Horticultural Society report we described this novelty under "Awards." From the fact that the heads of flower were nearly a yard across, our reporter had a fear that it might be awkward to pack. Mr. Wells writes us that his fears

were groundless. He says, "I had the sprays of bloom which were put up, rolled up in a sheet of brown paper, and brought the parcel to the Hall tucked under my arm." We gladly add above note as, of course, the commercial value of the flower depends largely upon whether it is able to stand packing and carriage from grower to customer.—From *The Horticultural Advertiser*, June 30, 1926.

The new double *Gypsophila* shown by Mr. Wells, Jr., at last Tuesday's meeting of the Royal Horticultural Society, was given the Award of Merit. This certainly is a fine thing, and those who have seen it share the opinion of the exhibitor that it has a big future in store. I don't think there are many who have such faith in their convictions as Mr. Wells evinced regarding his double Gyp, for within an hour of his knowing that he was to have this to put on the market, arrangements had been made and an order given to have a greenhouse built in order to facilitate the propagation of this in large quantities. Some hustle. From *The Nurseryman and Seedsman*, June 24, 1926.

*Gypsophila* "Bristol Fairy." Another strong point of this variety, which received an Award of Merit recently, is that the double flowers maintain their whiteness and size when cut and dried. Recently we saw the original sprays shown at Vincent Square last June, by Mr. Wells, and they were in splendid condition, although not placed in water. We also saw a splendid stock of grafted plants in 60's, and Mr. Wells is very pleased with them. The original plants of "Bristol Fairy," although worked hard for cuttings, are still flowering freely and maintaining that extraordinary size of flower, which is the chief characteristic of this variety.—From *The Horticultural Trade Journal*, August 18, 1926.

The block of BRISTOL FAIRY illustrated above was grown from 2½- and 3-inch pot plants set out in May, 1926. The photograph was taken in September, 1926.

For delivery May 1, 1927, we can supply strong, grafted plants of BRISTOL FAIRY from 3-inch pots which will do equally well under the usual cultivation of good growers.

10 plants for \$10. 100 plants for \$75  
25 plants supplied at the 100 rate

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.